

Noah Hester

Digital Marketing Strategist

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🌐 www.nhesterportfolio.com

📞 573-625-8937

📍 Missouri

| Open to Remote Opportunities

Strategic and results-driven digital marketing professional with 5+ years of experience in digital strategy, social media, brand storytelling, and campaign execution. Proven track record of developing and managing multi-channel marketing initiatives that drive measurable engagement, brand growth, and ROI. Skilled in leading cross-functional projects, analyzing performance data, and optimizing campaigns based on real-time insights. Currently supporting clients across industries at Volume Nine through content planning, social media, and influencer campaigns.

Experience

Digital Marketing Strategist

Dec. 2023 - Present

Volume Nine

- Lead the development and execution of customized digital marketing strategies for clients across diverse industries, including B2B, e-commerce, health/wellness, and lifestyle brands.
- Translate performance data into actionable insights, optimizing campaigns to improve brand visibility, engagement, and ROI.
- Serve as a key point of contact for multiple client accounts, managing communication, reporting, and overall strategic direction.
- Coordinate with internal teams (design, content, paid media, SEO) to ensure timely execution of deliverables and cohesive campaign performance.
- Drive success across social media, influencer marketing, email, and content strategy, adapting plans based on performance trends and evolving client goals.
- Regularly present performance reports and growth opportunities to clients, contributing to long-term account retention and satisfaction.

Marketing Specialist

Nov. 2021 - Dec. 2023

Eleven Point Marketing

- Led the development and execution of integrated marketing campaigns, aligning creative direction with client goals, brand messaging, and audience insights.
- Built and managed social media strategies for a range of clients, resulting in increased engagement and digital growth across platforms.
- Oversaw the ad creation process from start to finish—collecting assets, verifying specs, ensuring implementation accuracy, and closely monitoring performance to deliver optimized results.
- Created and maintained detailed campaign calendars to keep projects on track, ensuring all deadlines and deliverables were met with a high level of accuracy and efficiency.
- Collaborated directly with clients and internal creative teams to deliver strategic solutions that supported business objectives and enhanced brand visibility.

Digital Communications Manager

Sept. 2022 - Nov. 2023

Springfield Area Chamber of Commerce

- Developed and managed content across the Chamber's website, social media channels, and email communications, aligning all messaging with strategic goals and audience engagement objectives.
- Led the production and distribution of digital newsletters and email campaigns, ensuring timely, relevant, and high-impact content for diverse stakeholder groups.
- Monitored media analytics and campaign performance to inform ongoing content optimization and strategy refinement.
- Collaborated with internal departments, community leaders, and volunteers on multimedia communications initiatives—including publication writing, speech writing, video production, podcast scripting, and event support.
- Oversaw cross-channel marketing and branding efforts, managing agency and partner relationships to execute campaigns, support website development, and improve SEO.
- Provided CMS support and project leadership to ensure content remained timely, accurate, and aligned with the Chamber's brand voice and communication goals.

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Experience (cont.)

Communications Coordinator

Council of Churches of the Ozarks

Nov. 2021 - Sept. 2022

- Collaborated with internal teams and outreach partners to develop and execute multi-channel campaigns that aligned with the organization's brand voice and strategic marketing goals.
- Managed the organization's digital presence—including the website, social media, and email marketing—to drive donor and volunteer engagement, increase event participation, and build long-term brand awareness.
- Designed and distributed monthly e-newsletters and print newsletters to effectively communicate impact stories, fundraising needs, and community updates.
- Coordinated the production of key print collateral such as the Annual Report, fundraising appeals, and promotional materials for major campaigns and initiatives.
- Played a central role in executing special events, overseeing the creation of event announcements, invitations, programs, and on-site signage to ensure a cohesive brand experience.

Assistant Store Manager

PFI Western Store

Aug. 2020 - Dec. 2021

- Directed the in-house social media team, overseeing content planning and product photography that generated thousands of weekly engagements across platforms.
- Led high-impact merchandising and layout initiatives to improve in-store experience for thousands of weekly shoppers, supporting both sales and brand consistency.
- Trained and mentored new employees, while also managing volunteer coordination for large-scale events with hundreds of attendees, ensuring smooth execution from setup to breakdown.

Education

Missouri State University

2018-2021

- Bachelor of Science in Public Relations
- Certificate in Conflict and Dispute Resolution
- GPA: 3.87 | Graduated with Honors

Core Skills

- Digital Marketing Strategy
- Paid Social Campaign Management (Meta, Google Ads)
- Social Media Strategy & Content Planning
- Brand Storytelling & Messaging
- Influencer & Partnership Marketing
- Marketing Analytics & Performance Tracking
- Website & CMS Management (e.g., WordPress, Shopify)
- Project Management & Cross-Functional Collaboration
- Email Marketing Platforms (e.g., Mailchimp, Constant Contact)
- Event Marketing & Campaign Execution